

A Critical Look at Post-Truth Thinking

Mario González Arencibia, Miguel Ramón Hernández Velázquez

History and Marxism Department, Faculty of Computer Sciences and Technologies, University of Informatics Sciences, Havana, Cuba

Email address:

mgarencibia@uci.cu (M. G. Arencibia), mrhv@uci.cu (M. R. H. Velázquez)

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Abstract: The objective of this article is the critical analysis of the thought associated with the idea of the "post-truth era" from a Marxist perspective, considering economic, political, and ideological factors. The study was carried out through the inductive and deductive and historical-logical methods, expressed in the systematization of texts. The fundamental result was the identification of the epistemological gaps of the subject, which allowed to advance in the critique of the studied phenomenon. The central conclusion is that post-truth is a phenomenon with an absence of rigor and integrity, ideologically biased by supporters of deception, who respond to business models associated with manipulation, in a political context, in which the truth is defined from the predominant power relations of the international financial oligarchy. With the proliferation of thinking about the "post-truth era", an attempt is being made to build a mentally immobilized global society, an aspect based on the assumptions of the fourth generation war, which has as its axis the transnational monopoly power, economically, politically and ideologically. What we are dealing with is the manipulation of psychological factors that ignore human consciousness, using the electronic-informatics revolution.

Keywords: Artificial Intelligence, Post-Truth Era, Fake News, Big Data, Algorithms

1. Introduction

"The first victim when war occurs, is the truth"

Hiram Johnson (1917).

During the first and second decade of the 21st century, tendencies to decree the proclamation of the end of human behavior have been proliferating with particular force. This has been based on the rise of disinformation processes in society, which has been linked to the dissemination of false news using the most diverse means of Artificial Intelligence tools. And most worrying, is the questioning of the relationship between politics and truth, in an environment in which the obstruction of values is challenging the objectivity of science, with the danger that we are witnessing a social backlash [1].

The understanding of the processes associated with what is called the "post-truth era", induces to use of the historical-logical method, to go back to historical facts that show the permanent intentionality of the bourgeois ideology of denial of truth. The first idea is that this is a historical phenomenon consubstantial to the capitalist type of property relations. Secondly, its most intense point is reached when the world is divided into two opposing socio-economic

systems, in the scenario of what was "called the cold war", consisting of the ideological struggle of both systems, aiming at the subversion of the politics and ideology of the then world socialist economic system, by the capitalist regime, a process that "culminates" with the collapse of socialism in 1989.

It should be noted that during the political and ideological confrontation of capitalism-socialism, where the socialist ideology is dynamited, by all means, the offensive of the ideology of monopoly and governmental capital, was strongly felt in the '60s of the twentieth century, with the emergence of a thought that proclaims the "end of ideologies". This fact was accompanied by a glossary of ends announcing: the end of Marxism, of history, of modernity, of socialism, the end of utopia, the end of work, post-capitalist and post-industrial society [9].

The period from the '60s to the '90s of the twentieth century witnessed how the worsening of the crisis of politics and bourgeois ideology intensifies the political reaction along the line, a regularity that constitutes the political essence of imperialism. To preserve the domination of monopoly capital, they resort to methods of negation of popular democracies, through fascist regimes, such as that of Augusto Pinochet in

Chile, an issue that had been a precedent since the First World War.

In ideological terms, it can be seen in this period that the financial oligarchy is not in a position to originate ideas that would be followed out of conviction. As a consequence, its politicians and ideologues -particularly North Americans- appealed to deceit, creating new illusions to manipulate the great masses of the people. The most amplified version was the image that in the 20th century, a "transformation of capitalism" had taken place. With this, the pretensions were aimed at:¹

1) Denying the exploitative character of the system; 2) Promoting the thought that the exploiter-exploited antagonism in the field of production ceased to represent the main contradiction of the social system; 3) Thus, the transit to popular capitalism is advocated, of capitalism without capitalists, where the working class disappears; 4) The thesis of capitalism of general welfare that eliminates social inequalities is enhanced; 5) Where with the idea of the "revolution of the managers", the illusion is created that the owners of the companies disappear and that they are replaced by salaried workers, under the attempt to mask the power of the financial oligarchy.

The effect is that bourgeois ideology tries to spread the illusion that capitalism does not require revolutionary transformations, using the fallacy of the "democratization of capital", based on the participation of the working class in the system of shares of the corporate capital of joint stock companies. This denies the Marxist theory of surplus-value, rejecting its methodological value as a weapon to confront the capitalist system.

This set of events associated with ideological purposes have had as their axis the distortion of the veracity of any belief contrary to capitalism, placing the attention on safeguarding the capitalist relations of production, the struggle against world socialism, preventing new countries from breaking away from this system, with the permanent objective of ensuring the ways to systematically obtain high profits for the transnational mega-corporations.

The consequence has been the production of violent content that threatens the prevailing social reality. With this, the privacy of human rights and political freedoms is questioned, producing affectations to the national sovereignty of regions and countries, which weakens social relations, inducing a particular alienation that is expressed in the fracture of social values [2].

In this sense, the false reality that is attempted to be constructed tends to proliferate a state of abandonment and indifference, during a war of ideas, in which every lie

becomes legally valid and legitimate. This unquestionably responds to the desires, interests, convictions, and personal beliefs of the producer of the context. The result is the creation of the "project of social ignorance".

In these circumstances, Artificial Intelligence, Big Data analysis, and algorithms that allow information to interpret itself and anticipate the facts are applied to test the truth, an essential aspect of any society. It is in this scenario where attacks are intense because of the number of people involved and their immediacy. In this scenario, the veracity of the facts does not matter. Feelings and perceptions are violated. Mega transnational corporations, sell "products" such as espionage to interested states. The year 2017 witnessed the first inventory of global cyber troops, where social networks were manipulated by political actors and governments, with evidence of organized deception campaigns in more than 48 countries.²

It was found that social media were used to manipulate national public opinion, in countries where political parties spread disinformation during elections, and where institutionality is threatened by Fake News and foreign interference in internal affairs, and develop their campaigns using cyber propaganda [3].

The fundamental concern is that the information disorder through the networks has become a source of income used by governments, foundations, Non-Governmental Organizations (NGOs), and political parties. These entities have invested more than 500 million dollars in the development and implementation of psychological operations and manipulation of public opinion on the Internet. [3]. The most destructive of these facts is that the "moral panic" will be perpetuated in the future. According to the Gartner report, it is predicted that by 2022 50% of the news in developed and underdeveloped countries will be false [4].

Everything seems to indicate that the current scenario of denial of the truth is being guided by what was expressed by Zbigniew Brzezinski,³ ideologist of the empire, former Secretary of State of the US government, when he stated in his book "The Technotronic Era": that a key element to achieving the domination of a country is the attack to the emotional resource, using the technological revolution. To this, this ideologist of the empire adds the idea that the tactic to preserve political disintegration in society is to create inferiority complexes and to become an external reference in all areas, preventing collective and alternative models and

1 The following works are noteworthy in this context: Marcuse Heber. *The End of Utopia*. Mexico Siglo XXI Editores 1968; Alain Toraine, *La société post-industrielle*, Paris, Galilée 1969, André Gorz, with his work. "Farewell to the Proletariat" (1982); Offe, *Disorganized Capitalism* (1985); Peter Drucker, *The Post-Capitalist Society* (1994); Francis Fukuyama. *The End of History?* The article appeared in the prestigious magazine *The National Interest* (Summer 1988); Eric Hobsbawm, with his essays, *The History of the Twentieth Century (1914-1991)* and *The Age of The Extremes* (1996); Jeremy Rifkin, *The End of Work*. Mexico: Paidós, 1996.

2 It was found that social media were used to manipulate national public opinion, in countries where political parties spread disinformation during elections, and where institutionality is threatened by Fake News and foreign interference in internal affairs, and develop their own campaigns using cyber propaganda [3].

3 Zbigniew Brzezinski: National Security Advisor to President Jimmy Carter (1977-1981). He was a member of the Council on Foreign Relations, in 1966, he was a member of the State Department's Policy Planning Council. Hired by banker David Rockefeller to create an organization for cooperation between the US, Europe and Japan: the Trilateral Commission, of which Brzezinski would be its first director. Member of the board of directors of the Council on Foreign Relations, Atlantic Council, National Endowment for Democracy and Center for Strategic and International Studies. Professor at the Paul H. Nitze School of Advanced International Studies at Johns Hopkins University.

projects from consolidating their identity [5].

From this emerging reality, built through the use of Internet tools, Artificial Intelligence, Big Data, and a system of algorithms, which represent the monopolistic power of the imperial ideology, there have appeared supporters that we are witnessing an era in which truth is ceasing to be a value that guides people's ways of acting, labeling this fact as the "post-truth era".

According to Chesney, R., and Citron, D. (2018), "The marketplace of ideas suffers from truth decay as the networked information environment interacts toxically with cognitive biases. Deep fakes will exacerbate this problem significantly. Individuals and businesses will face new forms of exploitation, intimidation, and personal sabotage. The risks to democracy and national security are also profound [6 a, 6 b]."

This process corroborates one of the distinctive features that has historically accompanied capitalist ideology, permanently oriented to build a deformed consciousness of social subjects. This is demonstrated by Karl Marx in his work Capital when he presents the great discovery of mercantile fetishism.

Considering these concerns, this article has the objective of critically analyzing the thinking associated with the "post-truth era", considering economic, political, and ideological factors, from a Marxist perspective. It is also intended to establish its link with the "Fourth Generation War", as this is considered as the content of the "post-truth era". This is considered as the content of the "post-truth era", an issue that in the referenced literature is examined as two different phenomena. Therefore, the questions associated with the subject are multiple:

Is the phenomenon of falsifying reality by capitalist ideology new? Is the imperial monopoly power interested in the construction of the "post-truth era"? How are the epistemology and the "political legality" of the "post-truth era" constructed?

What is the truth in this pronouncement? Are we facing a new ideological impulse interested in distorting the truth? What is its relationship with the fourth generation war?

The central idea of this article is that with the proliferation of thinking about the "post-truth era", an attempt is being made to build a mentally immobilized global society, an aspect based on the assumptions of the fourth generation war, which has transnational monopoly power as its axis. What we are dealing with is the manipulation of psychological factors that ignotize human consciousness, using the electronic-informatics revolution [7, 8].

The importance of the analysis on the subject lies in understanding to better link, in the search for alternatives

before a scenario, in which the capitalist context imposes itself, modifying its forms of domination if before the struggle was for the physical domination of national and foreign territories, the new challenge is in perpetuating the mental domination of the great global masses, conquering their subjectivity through the proposal of realities built in the image and likeness of their creators.

The research applied observation and documentary analysis based on information content techniques. The study was carried out using the inductive and deductive and historical-logical method, expressed in the systematization of texts that allowed identifying the epistemological gaps of the subject, and advancing in the critique of the studied phenomenon. This research is justified by the novelty and the negative consequences derived from the subject since there is a strong academic interest in post-truth as an object of study. On the other hand, the need for its study is determined by the understanding of the mechanisms of power that are guiding decision-making in a changing world.

2. Term and Content

Certainly, the ideas associated with deception and manipulation of the truth are nothing new. In the passing years of the 21st century, the subject has arisen with greater force, gaining an overwhelming relevance, combined with the propagation of neo-fascist tactics, aimed at creating situations of economic and political chaos, using acts of terrorism. In the passing years of the 21st century, the issue has gained momentum, becoming an overwhelming reality, combined with the spread of neo-fascist tactics, designed to create situations that cause economic and political chaos, using acts of terrorism. The novelty lies in the use of the new tools of Artificial Intelligence and Big Data for the construction of what is known as the "post-truth era".

Post-truth, a word associated with lies, has its origin in the Serbian-American writer Steve Tesich (1992) who, in the newspaper "The Nation", states that after the political scandals of the American nation, referring to the Watergate case, the conviction of Oliver North and the coverage of the Gulf War, he declared the following: "We, as a free people, have freely decided that we want to live in some kind of Post-truth world", where - in his opinion - the government of lies reigned (referring to the Administration of George Bush). This is how the neologism of post-truth is labeled, about which several concepts vary according to the ideological position of the authors who define it, which can be analyzed in Table 1:

Table 1. Post-truth concepts.

Author:	Concept
[10]	Idea, imaginary, set of social representations or senses from where <i>fake news</i> that affirm and amplify distortions are possible. It is closely related to the decline of traditional media and the rise of platforms and "fake digital media."
[11]	It is the subordination and reorganization of facts from a specific ideological and political will, which requires a legitimization mechanism in which the aim is to naturalize an epistemology based on political emotions, given that emotions and feelings are real, the facts that provoke them, the informative disorders, must be real.
[12]	The idea of "post-truth" is sometimes used as a synonym of lie and sometimes as a tendency to use emotional argumentation more than rational argumentation in the construction of messages.

Author:	Concept
[13]	Post-truth neologism is considered a multifaceted phenomenon in terms of its dimensions of study. It is also transversal in the consequences it can have for all layers of citizenship. From the point of view of the collective citizenry, it constitutes a danger for democratic systems as it can lead citizens to particular ways of thinking: misinformation or propaganda about people and events.
[14]	The term "post-truth" refers to a very concrete reality: individuals today are less influenced by objective facts than by the fanciful, boisterous and sometimes false messages and claims of their leaders. It is "emotion before facts." ¹
[15]	Post-truth politics could be described as a way of doing politics in which the feelings or emotions of the citizenry are more important than rational argumentation.
[16]	It favors the mixing of truthful information with untruthful information to fabricate an "alternative truth" (a term that has emerged in part from the new extreme right such as the AltRight (Alternative-Right) movement).
[17]	It is a word that has a connotation of conscious and unconscious falsehood, manipulation and revisionism of reality itself. It is the constant attempt to change the fact, mainly past.
[18]	The concept of post-truth - or emotive lying - is a neologism that describes the deliberate distortion of a reality in order to create and shape public opinion and influence social attitudes.
[19]	It is a political culture in which the discourse offered to the public is structured fundamentally on the basis of appealing to emotions, without reference to the concrete details of the policies.
[20]	Circumstances in which objective facts have less influence on the formation of public opinion than appeals to emotion and personal opinions.
[21]	He linked it to politics by calling it "post-truth politics," alluding to politicians who denied climate change.
[22]	The post-Truth era: Dishonesty and Deception in Contemporary Life
[23]	He defined it as a form of government - "post-truth presidency".
[24]	Term associated with lying.

Source: Own elaboration, based on the referenced literature.

From Table 1 and the analysis of the literature associated with the concepts of post-truth, various comments have been made:

1. We are witnessing a debate whose basic scenario is the American context. The "post-truth era" that is being built, according to the literature [17], gains particular importance with the arrival of Trump to power; who after torpedoing the media companies and their owners, meets with them, and they declare that the information systems would not be as before, realizing that government policy and the new scenario would be based on lies in the image and appearance of President Trump [13].
2. It is a complex phenomenon, due to the questioning of reality, being a contradiction of the whole logic of values. The ideological content of this concept shows that its function is to align society around models dictated by the logic of imperial power, with a subordinating character. It is questionable, how it is applied socially, from the mixture of truth and falsehood, and the intentional way in which emotions and feelings are manipulated, which goes against human nature.
3. The definitions allude to an era of the decadence of truth in which governments, values, and beliefs are called into question, especially when it is considered a way of doing politics, which demoralizes any political system in force with this qualifier, becoming a social discredit. The idea is that if governments falsify the veracity of facts, citizens imitate this behavior, leading to a crisis of values and beliefs that will eventually provoke social outbursts.
4. The conceptualization made by Jeffery, (2016) is imprecise, it does not clarify that post-truth represents a type of weak culture, based on dishonesty and deceptions as qualified by Keyes, (2004), a matter that goes against ethics and deontology. It is unfortunate, that Oxford Dictionaries (2016), has selected this qualifier as the word of the year, (Flood, (2016) being far from

recognizing its negative implications for society in all its dimensions [25].

5. The basic question is the following: To what extent does the so-called freedom of expression protect post-truth, its creators, followers, and interested parties when they falsify reality? This gives the image of a crisis of beliefs and values that bring into play ethical and deontological concepts as guides to align the world in its ideological, political, economic, and, in its broadest sense, social facets. Freedom of expression is a value, but when it goes against the norms and beliefs of society, it ceases to be so, and requires awareness to prevent social deterioration from becoming toxic, we must prevent politicians, businessmen, or right-wing political parties from benefiting from post-truth by violating "freedom of expression".
6. An enlightening concept, is the one offered by Del-Fresno-García, (2019: 1), conceiving the current events of construction of a manipulated reality, as: "informative disorders closely interconnected with each other: (disinformation, fake news, alternative facts, post-truth, deepfakes, etc.)" [11].

From which it follows that these are ill-intentioned spawns, whose purpose is to produce uncertainties and adulterated controversies, which in the capitalist context are aimed at obtaining ideological and economic benefits. The basic characteristic of the informative disorders is the arrogance of the political will that is built above the circumstances, that is to say, a political and ideological hegemony that puts social values at risk.

3. Epistemology of the "Post-truth Era"

Multiple methods and validation of knowledge are used for the organization, structuring, and construction of the malignant thinking of the so-called "post-truth era":

- a) The way through which information is accessed; b) The

dominant social and political climate; c) And the role of technology and its potential to produce, publish and distribute data, information, and knowledge at low cost; d) Use of micro-targeting; e) Human trolls, lacking in social logic and values; f) Crisis of the traditional media with the emergence of the Internet; g) Significant change in the way of understanding and exercising power in the 21st century; h) Media war that develops from the power of mega-corporations to control people's minds, using the psychological factor as a source of power. [7, 12, 13, 17].

The first, the way through which information is accessed through the immediacy of social networks has become the favorite medium of users, being a novel habit. In this environment, the regularity is that information is shared without reading it and without verifying its content, which is often far from reality. On the other hand, how information is constructed from personalized filters makes that what reaches the user is distant from his criteria, shortening his vision of the world, creating a culture of weak information management, being dominated by misinformation, which spread those digital platforms that have been imposed as necessary intermediaries, hiding the garb of pseudo media.

The second is the social and political climate, which influences the content of the information disseminated. If the environment is biased towards reality and interested in disfiguring it, false information overshadows the truth, creating uncertainty, which is the breeding ground for the construction of the "post-truth era", so that the corollary would be the degradation and "unpopularity of the media"; the effect is the discrediting of the media, "undermining collective participation".

A third argument is the role of technology, in a space where programmed algorithms called bots create information bubbles that respond to the interests of media owners, which have been used to distort reality, causing distrust, isolation, and insecurity in the digital environment [7]. Prominent examples of this are bombardments of political events from social networks, as well as what is called by Del-Fresno-García, (2019: 3-5), an attack on science in defense of corporate interests.

Fourth, digital networks intensely expand the potential to reach specific audiences with personalized messages: "Micro-targeting" (hyper-segmentation of consumers). This allows segments of the population that do not agree with a message, to be accepted out of interest, under the criterion that parts of it can benefit them, joining with a quota of media opportunism. The idea is that economic demands are increasingly creating an individualistic and collective mentality, towards a situation of immorality, in which social concern, feeling for people, sincerity, and honesty tend to disappear, which is more alarming because the public is already deceived by the public itself, through an overabundant wave of information that leads to information disorders at a global level.

Fifth, the authors of the construction of the "post-truth era" in the network scenario, serve mercenary economic, political, and ideological objectives, are human trolls, lacking social

logic and values, specialized in spreading messages and offenses with lack of truthfulness, and aim to manipulate emotions and feelings, their main target in the minds of information users.

Sixth, with the emergence of the Internet, the traditional media are in crisis, a scenario in which digital platforms are imposed as a necessary phenomenon. This scenario favored the power of large transnational information corporations, with the particularity that the boundaries between ideologies, information, and opinion tend to be erased, with the predominance of the interests of imperial power and all the implicit consequences of this fact. This occurs in a political and ideological context in which there is a tendency to abandon the search for and dissemination of facts. This led any ordinary citizen to legitimately occupy a place in the sphere of disinformative pseudo-media to defend his criteria, under the postulates of "freedom of expression", provoking informative disorders [11]. In the case of the USA, this happens during a crisis of political authority, lacking the power to confront the distortion of facts.

Seventh, 62% of Americans obtain daily information from these networks, which do not always transmit accurate information, which is all the more impressive considering that users receive selective information, elaborated by algorithms (as in the case of Facebook), tailored to their profiles and according to their beliefs.

According to the Brazilian Guareschi, Pedrinho (2018), the predominance of a techno-liberalism-psychological is taking root, which favors the architecture of a new subjectivity, called digital subjectivity, being the human being himself the one who is being manipulated, with the implementation of media practices with high psychological content and great ideological and political deformations. Turning public opinion into a strategic space, which will be validated using congresses, press conferences, public reports, propagation of informative disorders, online television coverage and, insurgent groups, and testimonies of actors of the nations considered as belligerents.

This is aimed at attacking beliefs, convictions, feelings, symbols, all based on a great economic and technological capacity, with the assumption that the greater the communication and social contact through digital networks, the greater the vulnerabilities. The purpose is to ideologically subdue the opponent and the construction of a battlefield at a distance, with Artificial Intelligence tools of great scope and precision, which reduce the awareness of defense.

4. The Mind as a Stage for Domination

In the definition of post-truth found in Oxford Dictionaries (2016)⁴, it is observed that the psychological dimension is associated with this concept, by placing the emphasis that appeals to emotion and personal beliefs, influencing the shaping of public opinion. Therefore, the science of psychology, linked to the new forms of communication and

⁴ Most widespread definition of post-truth. Del-Fresno-García, M. (2019).

domination of the mind, is playing an extremely important role as a tool for distorting the scenario that is being built, becoming an essential factor in the new strategies of political, military and, mainly, economic activities that are being developed in the digital scenario [26]. Consequently, the economic domination exercised by the international financial oligarchy, propitiating political conflicts and wars between countries, cannot do without psychology.

To understand the phenomenon under analysis, it is necessary to delve into the new factors that define the social relations of production in the conditions of capitalism, starting from the Marxist thesis that the economic factor ultimately determines. What is remarkable, the incidence that has the transit to a society based on information and knowledge.

In this sense, the new object of consumption to offer is being the digital management of human life, in a universe in which the immaterial⁵ is increasingly remarkable and more demanded [27]. A matter that is changing how confrontations occur between and within generations, determined by the predominant social and cultural changes.

History has shown the role of the economic factor, as the predominant type of economy changes, the ecosystem of war, its army, and the way it is practiced changes. In the first and second generation of wars, the objectives were political and economic control, in search of territories and resources.

Under the conditions in which we are moving from the so-called industrial society to the information society, the new challenge is how to conquer, penetrate and dominate the human mind through the media and the use of the psychological factor. From the article by Freytas, Manuel. (2009): "Fourth Generation Warfare", several comments can be extracted [28]:

1. In the new circumstances of dominance from the psychological factor, the army that intervenes is invisible, the purpose is the conquest of emotions and behaviors that occur in the mind, so the battle space is in the head of each user of Information Technology and Communications. The objective is to control the adversary, not to annihilate him physically, the missiles of ideas aim at the psychological vulnerabilities that can be seen in his contradictions and material and emotional deficiencies of his brain.
2. The means to be employed is based on the intense use of technologies based on Artificial Intelligence, which replaces tanks, rifles, and airplanes, having as its center the Psychological Media Warfare, using propaganda in a programmed manner, oriented to channel social, political, and military control, using informative disorders for psychological manipulation, for brain control, where images and slogans are the projectiles of submission of the massive social behavior of entire populations.
3. Colonization is not by resources and territories, it is mental, where the bombardment is mediatic, operating

on the fears and unconscious desires of the individual. The idea is to develop users who do not think but consume information, regardless of its truth.

4. It is intended to build the universal man as the Programmed Alienated (PA) modeled by the media consumption of the mega-transnationals, being this the cell of mental colonization leveled universally by the informative media apparatus, imposing an informative culture.
5. In these circumstances, the information offered has mercantile purposes, they are merchandise to produce surplus value, therefore, the purpose is not social, but lucrative; informative objectivity is not practiced; prices are set by the information conglomerates based on their polarizing interests.

What has been examined explains the importance of the psychological factor, as the novel tool to participate in the definition of knowledge and modeling of social contexts, taking into account emotions and attitudes. Therefore, the key is in the management of data, information, and knowledge using algorithms that are humanized, as factors to dominate the theater of operations and thus induce decisions, which in the conditions of capitalism, in the space in which the "post-truth era" is built, is aimed at manipulating, controlling and affecting the alleged rival.

In this scenario, psychology together with Artificial Intelligence systems is assuming the intuition of what is considered true and has the function of participating in the creation and reproduction of what is considered reality. On the other hand, their purpose is to legitimize and sustain relationships that, from the constructed situation, have hegemonic and domination purposes, with this the media are replacing messages and meanings according to these interests.

The emerging social culture is based on the assumption that the decision-making capacity of human factors will be replaced by systems, which are supposed to have a level of erudition that allows them to make decisions independently of human presence. This belief is based on a mercantile fetishism, which emphasizes that technological solutionism will solve all of man's problems.

The paradigm of freedom of expression and decision making is being modified to one based on the algorithmization of human processes, whose orientation is to benefit private interests. The aim is to turn everything into merchandise, during a context in which the digital economy is being installed, and a horizon that reveals the commodification of all processes, reducing the social relations of production to market objects.

The model in the process of installation has its sights on the suppression of the figure of the individual, annihilating his sovereignty and his capacity of reflection to determine himself freely. The idea is that technological solutionism tries to reduce the human essence by substituting it with systems conducive to benefit the interests of mega-corporations [31]. A novel "civilization" is emerging without contradictions, without criticism, without analysis of what is at stake [27, 30].

The consequence is the emergence of a virtual reality that

⁵ Information, knowledge, attitudes, cognitive intelligence and, fundamentally, emotional intelligence. All based on the psychological factor.

seeks to replace values such as truth, honesty, trust, by the language of submission, doubling, demolishing the intellectual forces of the opponent, the goal is to control the adversary's mind by breaking its political and ideological fundamentals. In this space, the battlefield is decided by the way to influence society as a whole, under the pressure of breaking the fundamental framework: culture, values, beliefs, norms, symbols, and idiosyncrasy.

The struggle is for the domination of the mind, through psychological operations based on the development of information disorders from electronic combat, [29]. This phenomenon is favored by the fact that the world is being organized by interconnected networks, with the threat that 53% of the companies that dominate this scenario are North American [29].

5. Readings for Discussion and Debate

The question in this field of constructed pseudo-realities would be: Renounce truth as a value? Is truth no longer valid? What to do in the face of this scenario of falsehoods that tend to spread globally?

As long as the media are dominated by sources of power interested in building a reality in their image and likeness everything points predictably - according to Del-FresnoGarcía, (2019) - towards an increase in social entropy - because technology with the support of Artificial Intelligence and Big Data will continue to be employed to produce increasingly complex and sophisticated disorders.

We are witnessing a new ideological impulse interested in the control of truth and its manipulation in correspondence with the interests of power. As a result, disinformation as a political strategy, or even as a political tactic in the North American scenario, has caused the truth to lose ground and has been taking a back seat.

The regularity is that false statements are becoming commonplace, forgotten, and, above all, no longer punished. This context is fueled by the rise of social networks as a source of information, which are increasingly consulted and relayed to the detriment of institutional media.

The current circumstances indicate the emergence of new mechanisms of dependence and socio-political and ideological domination resorting to digital networks, with the firm purpose of safeguarding the capitalist relations of production by appealing to deception and the reproduction of ignorance, which brings us a consequence: cultural colonialism, through the dismantling of history, dehumanization of society, brutality to install minds of senseless subjects, docile to the current social order, the result of folding to this would be to assume, the colonization of capital by accepting the distortion of ideas.

Paraphrasing the illustrious and masterful José Martí -national hero of the Cuban people- the war that is being waged is a war of thought and must be faced with the thought, it is suggested:

1. To appeal to the permanent defense of truth in any space, time, and scenario, under the criterion that this is

defended collectively, and its validity has historically consolidated social processes in the face of pseudo-realities. This requires defending credibility and authority against sources of power interested in distorting purposes.

2. To recover the value of the social and humanistic sciences in defense of the national and international reality, avoiding their obstruction by opportunistic interests.
3. Work with the youth in all national and international spaces: they are the political and ideological target of the empire, developing actions that preserve the culture, the history, the identity of their country, that honor its symbols, its heroes.
4. Use the opportunities of immediacy, precision, and ubiquity of digital technologies to defend the truth, making everyone literate in their use.
5. To build technological sovereignty to reproduce our content in the face of imported ideologies interested in culturally colonizing nations.
6. To be permanently informed about the national and international reality.
7. Avoiding techno-liberal practices that pilot subordinate minds.
8. Promote education in patriotic values converted into a mode of action, not forgetting that the empire seeks to ignore the great masses with the great siren songs of the end of ideology, the end of alternatives, to produce subordination to their interests.
9. Think globally and act locally, building community alternatives aimed at developing strategic actions that favor social collectives at the country level.
10. To mobilize values and beliefs that develop a sense of belonging to the country and the locality, with the idea of acting as builders of their reality and not as spectators. So far, history has shown that when one acts as a mere spectator, someone constructs reality according to his or her interests, and that is how capital valorization works.
11. To insist on a renewal of the left is a historical imperative of this time, especially to find ways to suppress the media isolation of the empire towards underdeveloped nations, the idea is to develop alternative messages and projects to the hegemonic ones, which come from the cultural identity of communities and nations.
12. The new media scenario calls for specialized intelligence services, equipped with computational intelligence that is put to work in the defense of values,
13. Educational institutions should reflect on how natural sciences are being used, and how their inadequate use leads to social unrest. This requires rethinking their practice, deriving educational actions oriented to interdisciplinary integration of social and natural sciences, having as a conceptual knot the improvement of teaching and consolidation of values.

6. Conclusions

The term refers to the existence of a subjectively distorted truth, which is built according to the perception of each individual, based on the idea that it is possible to consider something as true on the basis of simple emotional presuppositions, without ever taking into account the events that could contradict it.

Post-truth is a phenomenon with an absence of rigor and integrity, ideologically biased by supporters of deception, who respond to business models associated with manipulation, in a political context, in which truth is defined by the predominant power relations of the international financial oligarchy.

We are moving from a model of civilization based on freedom of expression to one that is built from the digital algorithmization of life itself, and that exerts permanent control over people's decisions, intending to favor the private interests of the mega transnationals and governments.

From the above it can be deduced that the conception of the "post-truth era" that is built in the Internet scenario, is an ethical contradiction, because the objectivity of the processes is altered and adapted to the purposes of power. This occurs in a world in which truth has become a focus and a target for lies. This is developed to manipulate intersubjectivities, becoming a fact that responds to the great transnational power of the information age.

The phenomenon of the "post-truth era" is a reflection of the crisis of ideology and politics of contemporary capitalism, which desperately resorts to sources of power to manipulate the mind, as the new territory of the conquest of capital, in a scenario in which the State has lost the monopoly of war and, at the tactical and strategic level, in an environment in which the monopoly power is held by the transnational information corporations, together with financial and oil consortiums.

It is appealing to an armament vocation with mechanisms of psychological content and, where its objective is to colonize the cultural factor of its opponents by dissuading popular support for alternative projects to the nature of capital expansion.

In this historical framework, the concept of domination is not the use of force in its traditional sense, it is based on the installation of permanent tools of confusion that provoke social uncertainties and as an effect produce the domination of the mind.

The combat is developed with new weapons, in a context where the objectivity of the facts does not matter, emotions, perceptions and convictions are attacked, making thinking fragile. The cultural idea that is taking root in the North American space is that it does not matter if political leaders lie, as long as their positions coincide with those of the public.

The natural sciences are being used for the distortion of social values, which requires alerting them so that the results of their research are not oriented to the development of malicious practices, and prevent the legitimization of actions with negative impacts on society. The fact is that the practice of science from Artificial Intelligence, put in the function of distorting events, is becoming a brake on thought, a matter that

discredits it.

When politics is detached from the truth, everything becomes a power game, which becomes a breeding ground for domination, where the ammunition is information disorders with technologies that are not physically lethal, but very toxic to the human mind.

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